

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Reissue Patent Application  
for Patent No. 5,711,100

**WILLIAM A. ELMER**

Serial No. 10/098,648

Filing Date: March 15, 2002

For: **VEHICLE ADVERTISING SIGN,  
SYSTEM AND METHOD**

Examiner: Gary Chapman Hoge

Art Unit: 3611

Attorney Docket No. 8588.12RE

*Orlando, Florida - April 13, 2012*

**RESPONSE SUBMITTED TOGETHER WITH  
REQUEST FOR CONTINUED EXAMINATION**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Commissioner:

Applicant respectfully submits the following Remarks. A Request for Continued Examination is being filed concurrently herewith.

**REMARKS** begin on page 2.